Situation

Brand Equity in Advertising

- The Benson & Hedges "Empathy" campaign was winning all sorts of industry awards... but the business was lingering.
  - Were you talking to the right people?
  - Did you have the right message?
  - What do you need to learn more about?
  - Is your strategy working?
  - How do you validate a new strategy?

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Source: https://www.industrydocuments.ucsf.edu/docs/mfnm0004